

Rep Order# 9820666 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

Printed: 09/18/2012 8:19 AM  
Last Received: 09/17/2012 6:08 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA ADD TO SKED A  
Estimate# 1798  
Buyer Meredith Kaufman  
Phone#  
Fax#

57010  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1798  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINE 5. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*5	SA	730P-8P	HOW I MET YOUR MOTHER	:30	\$50.00	09/22-09/22	1	1	1	\$50.00	
		Sales Remark: V3 RTE CHFG										
		V3 Comment Changed, Rate Changed										
	*10	W-F	1P-2P		:30	\$20.00	09/19-09/21	1	1	1	\$20.00	
		Sales Remark: V3 ADD										
		V3 Added										

---REPORT TOTALS---

Report Totals: 2 / \$70.00

---SALES MONTHLY TOTALS---

Sep 12: 18 / \$700.00  
Sales Totals: 18 / \$700.00  
Station Totals: 18 / \$700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$70,000	CABL	0%	EKRC	1%	UNKN	99%	WBQC	0%	WCPC	0%
		WKRC	0%	WLWT	0%	WSTR	0%	WXIX	0%		

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Rep Firm  
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Books null  
Demos RA35+

Rep Order# 9820666 Ver# 2 Status Returned  
EC'd Yes

Traffic Order#

Printed: 09/17/2012 3:43 PM  
Last Received: 09/17/2012 2:56 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

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--- REMARKS ---

pls see line 5  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*5	SA	730P-8P	HOW I MET YOUR MOTHER	:30	\$70.00	09/22-09/22	1	1	1	\$70.00	
		Station Remark: V2 rate sb 50.00. mg 20 wed-fri 1-2p w/o 9/17										

---REPORT TOTALS---

Report Totals: 1 / \$70.00

---SALES MONTHLY TOTALS---

Sep 12: 17 / \$700.00  
Sales Totals: 17 / \$700.00  
Station Totals: 17 / \$700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$70,000	CABL 0%	EKRC 1%	UNKN 99%	WBQC 0%	WCPO 0%
		WKRC 0%	WLWT 0%	WSTR 0%	WXIX 0%	

Books null  
Demos RA35+

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Rep Order# 9820666 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/17/2012 3:08 PM  
Last Received: 09/17/2012 2:56 PM  
Showing Buylines: All Lines

1 of 2

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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	4P-5P	THE DOCTORS	:30	\$30.00	09/18-09/24	2 P4	1	2	\$60.00	
	2	TU-F,M	5P-6P	FAMILY FEUD / FAMILY FEUD	:30	\$35.00	09/18-09/24	2 P4	1	2	\$70.00	
	3	TU-F,M	7P-730P	TWO & A HALF MEN	:30	\$70.00	09/18-09/24	2 P4	1	2	\$140.00	
	4	TU-F,M	730P-8P	HOW I MET YOUR MOTHER	:30	\$70.00	09/18-09/24	2 P4	1	2	\$140.00	
	5	SA	730P-8P	HOW I MET YOUR MOTHER	:30	\$70.00	09/22-09/22	1 P	1	1	\$70.00	
	6	TU-M	10P-1035P	LOCAL NEWS AT 10P	:30	\$25.00	09/18-09/24	2 P4	1	2	\$50.00	
	7	TU-F,M	1035P-1105P	SEINFELD	:30	\$25.00	09/18-09/24	2 P4	1	2	\$50.00	
	8	TU-F,M	1105P-1135P	TWO AND A HALF MEN	:30	\$30.00	09/18-09/24	2 P4	1	2	\$60.00	
	9	TU-F,M	1135P-1205A	HOW I MET YOUR MOTHER	:30	\$30.00	09/18-09/24	2 P4	1	2	\$60.00	

change rate to \$50

order to was for 1-2P  
w/ 9/17 @ \$20

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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

---REPORT TOTALS---

Report Totals: 17 / \$700.00

---SALES MONTHLY TOTALS---

Sep 12: 17 / \$700.00

Sales Totals: 17 / \$700.00

Station Totals: 17 / \$700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$70,000	CABL	0%	EKRC	1%	UNKN	99%	WBQC	0%	WCPO	0%
		WKRC	0%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null  
Demos RA35+

# Spot Manager: All, 09/18/12-09/24/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 57010												
Line: 1												
09/19/12 day		4:20:06 PM	:30	\$30.00		M-F 4p-5p	4p-5p	OBAMA ADD TO SKED A 1798		P-4	1	MWASH
09/21/12 day		4:49:36 PM	:30	\$30.00		M-F 4p-5p	4p-5p	OBAMA ADD TO SKED A 1798		P-4	2	MWASH
											2	
Line: 2												
09/18/12 day		5:44:11 PM	:30	\$35.00	OFA-12-	M-F 5p-6p	5p-6p	OBAMA ADD TO SKED A 1798		P-4	2	MWASH
09/21/12 day		5:22:17 PM	:30	\$35.00		M-F 5p-6p	5p-6p	OBAMA ADD TO SKED A 1798		P-4	1	MWASH
											2	
Line: 3												
09/20/12 day			:30	\$70.00		M-F 7p-730p	7p-730p	OBAMA ADD TO SKED A 1798		P-4	1	MWASH
09/24/12 day			:30	\$70.00		M-F 7p-730p	7p-730p	OBAMA ADD TO SKED A 1798		P-4	2	MWASH
											2	
Line: 4												
09/20/12 day		7:52:10 PM	:30	\$70.00		M-F 730p-8p	730p-8p	OBAMA ADD TO SKED A 1798		P-4	2	MWASH
09/24/12 day			:30	\$70.00		M-F 730p-8p	730p-8p	OBAMA ADD TO SKED A 1798		P-4	1	MWASH
											2	
Line: 5												
09/22/12 day		7:51:46 PM	:30	\$50.00		Sa 730-8p	730p-8p	OBAMA ADD TO SKED A 1798		P-4	1	MWASH
											1	
Line: 6												
09/23/12 day		10:25:18 PM	:30	\$25.00		M-Su 10p Local 12 New	10p-1035p	OBAMA ADD TO SKED A 1798		P-4	1	MWASH
09/24/12 day			:30	\$25.00		M-Su 10p Local 12 New	10p-1035p	OBAMA ADD TO SKED A 1798		P-4	2	MWASH
											2	
Line: 7												
09/19/12 day		10:48:06 PM	:30	\$25.00		M-F 1035p-1105p	1035p-1105p	OBAMA ADD TO SKED A 1798		P-4	2	MWASH
09/24/12 day			:30	\$25.00		M-F 1035p-1105p	1035p-1105p	OBAMA ADD TO SKED A 1798		P-4	1	MWASH
											2	
Line: 8												
09/18/12 day		11:18:27 PM	:30	\$30.00	OFA-12-	M-F 1105p-1135p	1105p-1135p	OBAMA ADD TO SKED A 1798		P-4	2	MWASH
09/19/12 day		11:25:44 PM	:30	\$30.00		M-F 1105p-1135p	1105p-1135p	OBAMA ADD TO SKED A 1798		P-4	1	MWASH
											2	
Line: 9												
09/18/12 day		12:03:26 XM	:30	\$30.00	OFA-12-	M-F 1135p-1205a	1135p-1205a	OBAMA ADD TO SKED A 1798		P-4	2	MWASH
09/24/12 day			:30	\$30.00		M-F 1135p-1205a	1135p-1205a	OBAMA ADD TO SKED A 1798		P-4	1	MWASH
											2	
Line: 10												
09/20/12 day			:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA ADD TO SKED A 1798		P-4	1	MWASH
											1	
											18	

[Filtered by: ] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



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Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
				\$700.00							18	
				\$700.00							18	
				\$700.00							18	
				\$700.00							18	

[Filtered by: ] [Sorted by: Station]